

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BOARD OF PATENT APPEALS AND INTERFERENCES**

In re patent application of: ) Attorney Docket No.: F-160  
Robert A. Law. )  
Serial No.: 09/588,763 ) Customer No. 919  
Filed: June 6, 2000 ) Examiner: Robinson Boyce, Akiba K.  
Confirmation No.: 9621 ) Group Art Unit: 3623  
 ) Date: January 27, 2004

Title: INFORMATION DELIVERY SYSTEM FOR PROVIDING SENDERS  
WITH A RECIPIENT'S MESSAGING REFERENCES

Mail Stop Appeal Brief- Patents  
Commissioner for Patents  
Alexandria, VA 22313-1450

**APPELLANT'S BRIEF ON APPEAL**

Sir:

This is an appeal pursuant to 35 U.S.C. § 134 and 37 C.F.R. §§ 1.191 et seq. from the final rejection of claims 1-18 of the above-identified application mailed July 25, 2003. Claims 1-18 stand at least twice rejected. This Brief is in furtherance of the Notice of Appeal filed in this case on October 27, 2003. This Brief is transmitted in triplicate. A petition for a one-month extension of time to respond is filed herewith. Accordingly, this brief is timely filed. The fee for submitting this Brief is \$330.00 (37 C.F.R. § 1.17(c)). Please charge Deposit Account No. 16-1885 in the amount of \$330.00 to cover these fees. The Commissioner is hereby authorized to charge any additional fees that may be required for this appeal or to make this brief timely or credit any overpayment to Deposit Account No. 16-1885. Enclosed with this original are two copies of this brief.

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office, on January 27, 2004 (Date of Transmission).  
George M. Macdonald, Reg. No. 39,284 (Name of Registered Rep.)

 (Signature)

January 27, 2004 (Date)

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

I. Real Party in Interest

The real party in interest in this appeal is Pitney Bowes Inc., a Delaware corporation, the assignee of this application.

II. Related Appeals and Interferences

There are no appeals or interferences known to Appellant, their legal representative, or the assignee that will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III. Status of Claims

Claims 1, 8-10, 17 and 18 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 102(b) as allegedly anticipated by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939").

Claims 2-7 and 11-16 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 103(a) as allegedly rendered obvious by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939") in view of alleged prior art taken by official notice.

Appellant hereby appeals the rejection of claims 1-18.

IV. Status of Amendments

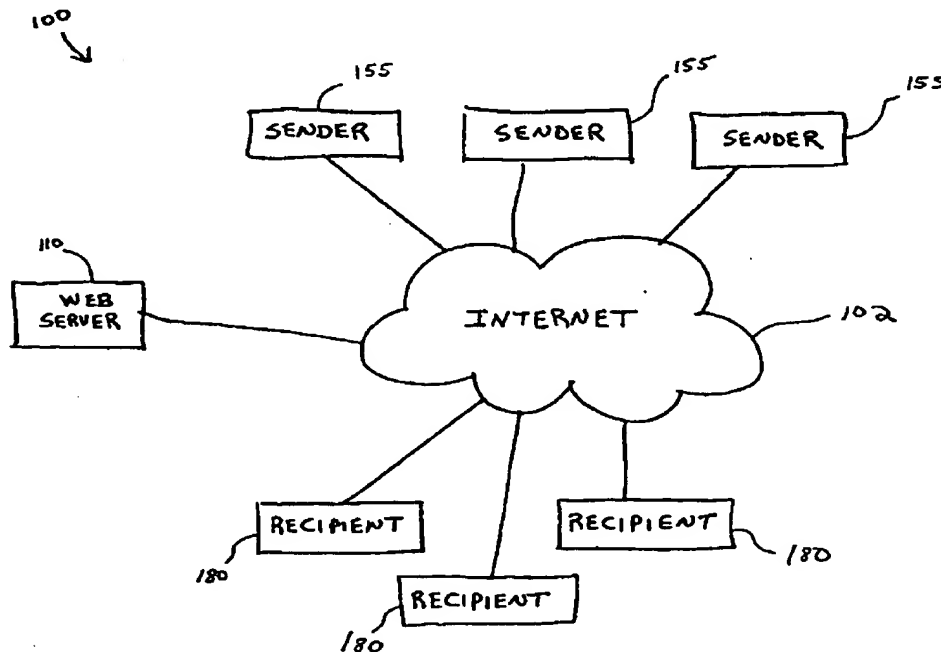
There are no amendments to the claims filed subsequently to the final rejection of July 25, 2003. Therefore, the claims set forth in Appendix A to this brief are those as set forth before the final rejection.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

V. Summary of Invention

Appellant's invention relates to methods and systems for using recipient message preferences. In particular, in at least one illustrative embodiment, the system keeps track in a log of each recipient message preference profile that a particular sender has accessed and if any of those profiles are changed, the system notifies that particular sender of the change. Figure 1 is reproduced below for use in a summary discussion of an illustrative embodiment.



The illustrative system described provides an information delivery system and methods for improving the collection and dissemination of recipient preferences for messages. Recipient preference data is collected and made available to a plurality of senders 155 for their use in preparing messages intended for a selected recipient 180.

The system 100 includes a web server 110 in operative communication with a plurality of recipients 180 and a plurality of senders 155. The web server 110 includes a plurality of recipient preference profiles corresponding to the plurality of recipients 180, respectively, and a plurality of sender profiles corresponding to the plurality of senders

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

155, respectively. Each of the recipient preference profiles includes respective information directed to the recipient's preferences for receiving messages. The web server provides the plurality of senders 155 with access to the plurality of recipient preference profiles. The web server maintains 180 a relationship between a log of recipient preference profiles out of the plurality of recipient preference profiles that have been accessed by a particular sender. For each of the recipient preference profiles in the log of recipient preference profiles, the web server provides a change notification to the particular sender of a change in the recipient preference profile. (Specification at page 3, line 13- page 4, line 5, emphasis added.)

Additional features of the invention are discussed below in the Argument section of this Brief. This summary is not intended to supplant the description of the claimed subject matter as provided in the claims as recited in Appendix A, as understood in light of the entire specification.

#### VI. Issues

Whether claims 1, 8-10, 17 and 18 are patentable under 35 U.S.C. §102.

Whether claims 2-7 and 11-16 are patentable under 35 U.S.C. §103(a).

#### VII. Grouping of Claims

Claims 1-18 are grouped in the following groups:

Group I – Claims 1 and 10.

Group II – Claims 8-9 and 17-18.

Group III – Claims 2, 3, 4, 11, 12 and 13.

Group IV – Claims 5 and 14.

Group V – Claims 6-7, 15 and 16.

In Group I, independent claims 1 and independent claim 10 stand or fall together and with those of Group 1.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

In Group II, claims 8 and 9 that depend directly or indirectly from claim 1 and claims 17 and 18 that depend directly or indirectly from claim 10 stand or fall together.

In Group III, claims 2, 3 and 4 that depend directly or indirectly from claim 1 and claims 11, 12 and 13 that depend directly or indirectly from claim 10 stand or fall together.

In Group IV, claim 5 that depend directly or indirectly from claim 1 and claim 14 that depend directly or indirectly from claim 10 stand or fall together.

In Group V, claims 6 and 7 that depend directly or indirectly from claim 1 and claims 15 and 16 that depend directly or indirectly from claim 10 stand or fall together.

#### VIII. Argument

As Appellant discusses in detail below, the final rejection of several of claims 1-28 is devoid of any factual or legal premise that supports the position of unpatentability. It is respectfully submitted that the rejection does not even meet the threshold burden of presenting a prima facie case of unpatentability. For this reason alone, Appellant is entitled to grant of a patent. In re Oetiker, 24 U.S.P.Q.2d 1443, 1444 (Fed. Cir. 1992).

##### A. Claims 1 and 10 Are Not Unpatentable Under 35 U.S.C. Section 102

Claims 1 and 10 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 102(b) as allegedly anticipated by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939").

To establish anticipation of the claims under § 102(b), the Examiner is required to show that every element or step of the claim is found in a single reference. "To anticipate a claim, a reference must disclose every element of the challenged claim and enable one skilled in the art to make the anticipating subject matter." PPG Indus., Inc. v. Guardian Indus. Corp., 75 F.3d 1558, 1566, 37 U.S.P.Q.2D (BNA) 1618, 1624 (Fed. Cir. 1996). To support an "inherency" argument, the Examiner must show that the reference necessarily includes the claimed limitation. See In re Rijckaert, 28 USPQ2d 1955, 1956 (Fed. Cir. 1993) (rejecting unsupported assertion of inherency).

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

Claim 1 is directed to an information delivery system and is shown below:

1. An information delivery system, comprising:
  - a web server in operative communication with a plurality of recipients and a plurality of senders, the plurality of senders desirous of generating messages intended for the plurality of recipients, respectively;
  - and wherein:
    - the web server includes a plurality of recipient preference profiles corresponding to the plurality of recipients, respectively, and a plurality of sender profiles corresponding to the plurality of senders, respectively;
    - each of the recipient preference profiles includes respective information directed to the recipient's preferences for receiving messages;
    - the web server provides the plurality of senders with access to the plurality of recipient preference profiles;
    - the web server maintains a relationship between a log of recipient preference profiles out of the plurality of recipient preference profiles that have been accessed by a particular sender; and
    - for each of the recipient preference profiles in the log of recipient preference profiles, the web server provides a change notification to the particular sender of a change in the recipient preference profile. (emphasis added).

In the July 25, 2003 Final Office Action, the Examiner maintained the prior rejection of claims 1 and 10 under 35 U.S.C. section 102(b).

Applicant respectfully disagrees with the rejection and urges its reversal for at least the reasons stated below. As discussed in Appellant's May 13, 2003 response, Herz '939 does not teach each of the claimed limitations.

The Examiner states in the July 25, 2003 Final Office Action:

[A]pplicant argues that Herz fails to disclose 'a log of recipient preference profiles ... accessed by a particular sender.' However, Herz discloses this limitation in Col. 5, lines 48-50 where the user's target profile interest summaries are described as being accessible to users, and also give the user control over the ability of third parties to access the object and contact the user (citing abstract, lines 21-25). (Final Office Action, section 5).

The cited passage from column 5 of Herz '939 reads:

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

... At the same time, the user's target profile interest summaries must be accessible to the relevant servers that perform the matching of target objects to the users. See Herz '939 at col. 5, lines 48-50.

Appellant reiterates that Herz '939 does not teach every element of the claim including a log of recipient preference profiles out of the plurality of recipient preference profiles that have been accessed by a particular sender.

The Examiner states in the July 25, 2003 Final Office Action:

[A]pplicant argues that [Herz] fails to disclose 'the web server provides a change notification to the particular sender of a change in the recipient reference profile.' However, Herz discloses this limitation in Col. 48, lines 3-6. Here, it is disclosed that when the proxy server changes access information for a user, a summary of this information is transmitted to the proxy server, which has a user base according to the user profile for a particular user. In this case the proxy server represents the sender. In addition, Herz discloses that users may request access while navigating on the World Wide Web in Col. 41, lines 5-10. Therefore, it is inherent that a Web server handles the communication such as 'providing change notification' to the proxy server since the communication is in a Web environment (citing abstract, lines 21-25). (Final Office Action, section 5, emphasis added).

The cited passage from column 48 of Herz '939 is 43 columns of text away from the prior citations and reads (including the prior 5 lines):

... The active and/or passive relevance feedback provided by any user U with respect to any target object sent by any path from the accessor is tabulated by the above-described tabulating process resident on user U's client processor C3. As described above, a summary of such information is periodically transmitted to the proxy server S2 to update that user's target profile interest summary and user profile. See Herz '939 at col. 48, lines 3-6.

Appellant reiterates that Herz '939 does not teach every element of the claim including the web server provides a change notification to the particular sender of a change in the recipient preference profile.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

It is clear that Herz '939 does not teach or fairly suggest an intermediary web server maintaining a log of preference profiles. Furthermore, that intermediary web server maintains a log of profiles that a particular sender has accessed. Such a limitation is not taught or suggested by Herz '939. The intermediary then pushes any profile change information to the relevant senders based upon that log. As previously argued, Herz does not disclose maintaining a log and pushing change data to the relevant senders and does not disclose every element of claim 1.

Furthermore, the Examiner's inherency argument must fail, as it is not clear what the Examiner is claiming as inherent in the prior art. Furthermore, any such communication described by the Examiner as inherent is not necessarily included in the prior art cited. There is absolutely no argument presented by the Examiner as to necessary elements of an element of Herz '939 such as a proxy server. Appellant asserts that to the extent the inherency argument is understood, that it is improper.

Accordingly, the Examiner has failed to show that each element of the claim is anticipated. Accordingly, claim 1 is patentable over the cited reference. Claim 10 includes similar elements and is patentable over the cited reference for at least the same reasons.

For at least the above stated reasons, Appellant respectfully submits that the final rejection as to claims 1 and 10 is in error and should be reversed.

B. Claims 8-9 and 17-18 Are Not Unpatentable Under 35 U.S.C. Section 102

Claims 8-9, 17 and 18 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 102(b) as allegedly anticipated by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939").

Claim 8 depends from claim 1 and claim 9 depends from claim 8. They are shown below:

8. The information delivery system of claim 1,  
wherein:  
each of the recipient preference profiles includes  
respective interest data;



Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

each of the sender profiles includes respective industry description data; and  
when a new recipient establishes a new recipient preference profile, the web server provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data. (emphasis added).

In the July 25, 2003 Final Office Action, the Examiner maintained the prior rejection of claims 8-9 and 17-18 under 35 U.S.C. section 102(b).

Applicant respectfully disagrees with the rejection and urges its reversal for at least the reasons stated below. As discussed in Appellant's May 13, 2003 response, Herz '939 does not teach each of the claimed limitations.

The Examiner states in the July 25, 2003 Final Office Action with regard to claims 8 and 17:

[A]pplicant argues that Herz fails to disclose 'provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data.' However, in Col. 10, lines 1-24, it is disclosed that attributes are stored about each target object. In this case, the attribute information comprises data relating to a movie and the industry is therefore represented by the movie industry. As described above with respect to claims 1 and 10, Herz discloses that when access information for a user is changed by the proxy server, a summary of this information is transmitted to the proxy server, which has a user base according to the user profile, and the proxy server then updates the user's target profile interest summary and the user profile for a particular user. In this case the proxy server represents the sender. Because of this, the user with particular attributes (which in this case relates to the movie industry) who is interested in data described in the user's target summary will have his new recipient or target data sent to his sender. (Final Office Action, section 5 at page 9).

The cited passage from column 10 of Herz '939 discusses attributes of an information object and not a recipient. Furthermore, there is no attribute entitled even remotely suggesting an industry type. The Examiner's argument must fail for at least those reasons. Furthermore, it is clear that an industry attribute is not present. The element of Herz '939 described is an information object of a movie. An information

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

object regarding an animation technique could not be associated with the movie industry in the system of Herz '939.

Appellant reiterates that Herz '939 does not teach every element of the claim as described above with reference to claim 1 and here with reference to at least including provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data.

Accordingly, the Examiner has failed to show that each element of the claims are anticipated. Accordingly, claims 8-9 are patentable over the cited reference. Claims 17-18 include similar elements and are patentable over the cited reference for at least the same reasons.

For at least the above stated reasons, Appellant respectfully submits that the final rejection as to claims 8-9 and 17-18 is in error and should be reversed.

C. Claims 2-4 and 11-13 Are Not Unpatentable Under 35 U.S.C. Section 103(a)

Claims 2-3 and 11-13 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 103(a) as allegedly rendered obvious by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939") in view of alleged prior art taken by official notice.

Appellant respectfully disagrees with the rejection and urge its reversal for at least the reasons stated below.

Claims 2, 3, 4, 11, 12 and 13 are patentable over the cited references for at least the reasons stated above with reference to claim 1.

In the July 25, 2003 Final Office Action, the Examiner takes official notice simply of the fact that "it is old and well known in the data communication art to send data in a specified format." The Appellant did not challenge such assertion or request an affidavit or references in support of that assertion. However, Appellant strongly objects to any expansion in the argument of the stated fact taken by official notice. Furthermore, Appellant submits that the references are not properly combined.

A combination of references under 35 U.S.C. section 103(a) requires some teaching, suggestion or motivation to combine the references found in the references

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

themselves or the general knowledge of one of skill in the art. *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1998) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). In the July 25, 2003 Final Office Action, the Examiner stated:

[A]pplicant argues that the references are not properly combined and that there is no motivation to combine Hers '939 with a profile chose notification format. However, in order to successively (sic?, successfully) transmit information in a system that relates to customized electronic identification of desirable objects (Herz), a profile chosen notification format is necessary. In addition, the Herz et al patent discloses that users access the information servers via electronic mail, which utilizes an industry standard format. Since an industry standard format serves as a universal format and is therefore already specified for the sender. It is also common practice in Internet messaging to set up profiles with respect to data transmission and how the data will be transmitted.

As the Federal Circuit has held, "[I]t is impermissible to use the claimed invention as an instruction manual or 'template' to piece together the teachings of the prior art ..." See *In re Fitch*, 972 F.2d 1260, 23 USPQ2d 1780, 1784 (Fed. Cir. 1992)(quoting *In re Fine*, 837 F.2d 1071, 1075 (Fed. Cir. 1998). The cited prior art does not provide even a hint of a problem of profile selection of formats. Applicant respectfully submits that there is no motivation to combine Herz '939 with a profile chosen notification format as the reference apparently teaches a rigid communications structure for security. One of ordinary skill in the art would be led in a direction divergent from that taught in the invention as presently claimed after having read Herz '939. Accordingly, the references are not properly combined and the rejection should be reversed. See *Monarch Knitting Mach. Corp. v. Sulzer Morat GmbH*, 139 F. 3d 877 (Fed. Cir. 1998). Accordingly, the references are not properly combined and the rejection should be reversed.

Furthermore, in rejecting a claim under 35 U.S.C. §103, the Examiner is charged with the initial burden for providing a factual basis to support the obviousness conclusion. *In re Warner*, 379 F.2d 1011, 154 USPQ 173 (CCPA 1967); *In re Lunsford*, 375 F.2d 385, 148 USPQ 721 (CCPA 1966); *In re Freed*, 425 F.2d 785, 165 USPQ 570 (CCPA 1970). The Examiner is also required to explain how and why one having ordinary skill in the art would have been led to modify an applied reference and/or combine applied references to arrive at the claimed invention. *In re Ochiai*, 37 USPQ2d

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

1127 (Fed. Cir. 1995); *In re Deuel*, 51 F.3d 1552, 34 USPQ 1210 (Fed. Cir. 1995); *In re Fritch*, 972 F.2d 1260, 23 USPQ 1780 (Fed. Cir. 1992); *Uniroyal, Inc. v. Rudkin-Wiley Corp.*, 837 F.2d 1044, 5 USPQ2d 1434 (Fed. Cir. 1988). In establishing the requisite motivation, it has been consistently held that both the suggestion and reasonable expectation of success must stem from the prior art itself, as a whole. *In re Ochiai*, supra; *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991); *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988); *In re Dow Chemical Co.*, 837 F.2d 469, 5 USPQ2d 1529 (Fed. Cir. 1988).

Claim 2 depends from claim 1 and claim 3 depends from claim 3. Claims 2 and 3 are shown below:

2. The information delivery system of claim 1, wherein:

the web server notifies the particular sender in a format specified in the particular sender's sender profile.

3. The information delivery system of claim 2, wherein:

each of the recipient preference profiles includes respective interest data;

each of the sender profiles includes respective industry description data; and

when a new recipient establishes a new recipient preference profile, the web server provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data. (emphasis added).

The Examiner states in the July 25, 2003 Final Office Action with regard to claims 2 and 3:

[A]pplicant argues that Herz fails to disclose 'new recipient notification to ... senders.' However, as described above with reference to claims 8 and 17, Herz discloses this feature in Col. 10, lines 1-24 (Final Office Action, section 5 at page 10).

As discussed above, the cited passage from column 10 of Herz '939 discusses attributes of an information object and not a recipient. Furthermore, there is no attribute entitled even remotely suggesting an industry type.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

Accordingly, the Examiner has failed to show that the cited references render obvious the invention as presently claimed in claims 2-4. Claims 11-13 include similar elements and are patentable over the cited reference for at least the same reasons.

For at least the above stated reasons, Appellant respectfully submits that the final rejection as to claims 2-4 and 11-13 is in error and should be reversed.

D. Claims 5 and 14 Are Not Unpatentable Under 35 U.S.C. Section 103(a)

Claims 5 and 14 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 103(a) as allegedly rendered obvious by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939") in view of alleged prior art taken by official notice.

Appellant respectfully disagrees with the rejection and urge its reversal for at least the reasons stated below.

Claims 5 and 14 are patentable over the cited references for at least the reasons stated above.

Claim 5 depends from claim 4 and is shown below:

5. The information delivery system of claim 4, wherein:  
each of the recipient preference profiles includes respective no interest data; and  
if a given sender accesses one of the plurality of recipient preference profiles and the given sender's industry description data matches the one of the plurality of recipient preference profiles no interest data, then the web server provides a listing of other senders whose industry description data matches the one of the plurality of recipient preference profiles interest data. (emphasis added).

The Examiner states in the July 25, 2003 Final Office Action with regard to claims 5 and 14:

[A]pplicant argues that Herz fails to disclose 'provides a listing of other senders whose industry description data matches the ... recipient preference profiles interest data.' However, Herz discloses this feature in Col. 10, lines 1-24 along with Col. 12, lines 10-17. In this case, Herz describes a system that allows a user to list documents that link to a document in a certain industry, which is in this case, the

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

movie industry. (Final Office Action, section 5 at pages 10-11).

The cited references do not teach or suggest providing such a list of other senders having a matching profile.

Accordingly, the Examiner has failed to show that the cited references render obvious the invention as presently claimed in claim 5. Claim 14 includes similar elements and is patentable over the cited reference for at least the same reasons.

For at least the above stated reasons, Appellant respectfully submits that the final rejection as to claims 5 and 14 is in error and should be reversed.

E. Claims 6, 7, 15 and 16 Are Not Unpatentable Under 35 U.S.C. Section 103(a)

Claims 6, 7, 15 and 16 are in the case and under final rejection of the Examiner rejected under 35 U.S.C. 103(a) as allegedly rendered obvious by U.S. Patent No. 5,754,939 to Herz, et al. ("Herz '939") in view of alleged prior art taken by official notice.

Appellant respectfully disagrees with the rejection and urge its reversal for at least the reasons stated below.

Claims 6, 7, 15 and 16 are patentable over the cited references for at least the reasons stated above.

Claim 6 depends from claim 5 and claim 7 depends from claim 1. Claims 6 and 7 are shown below:

6. The information delivery system of claim 5, wherein:

for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and

the web server utilizes this listing in generating the change notifications.

7. The information delivery system of claim 1, wherein:

for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

the web server utilizes this listing in generating the change notifications. (emphasis added).

The Examiner states in the July 25, 2003 Final Office Action with regard to claims 5 and 14:

[A]pplicant argues that Herz fails to disclose 'a listing of ... senders that have accessed the recipient preference profile.' However, Herz discloses this feature in Col. 79, lines 22-34, where the list, that identifies at least one of the identified ones of the plurality of target objects and sets of target object characteristics represents the listing of those of the plurality of senders where the plurality of senders are represented by target objects. In addition, Herz discloses that the list is formed by correlating the user target profile interest summaries in Col. 63, lines 50-58. Therefore the list is no more than a target profile interest summary; and the change notifications are determined through the evaluation of a user's target profile interest summary. (Final Office Action, section 5 at page 11, emphasis added).

The argument highlighted above cannot be supported. In Herz '939, the users may receive a notification when a target information object has changed. The information objects of Herz '939 do not receive or act on change information. The information objects of Herz '939 do not access recipient preference profiles and no record of any such access of preference profiles is maintained. Clearly the cited reference does not render obvious the invention as claimed having an intermediary web service.

Accordingly, the Examiner has failed to show that the cited references render obvious the invention as presently claimed in claims 6 and 7. Claims 15 and 16 include similar elements and are patentable over the cited reference for at least the same reasons.

For at least the above stated reasons, Appellant respectfully submits that the final rejection as to claims 6, 7, 15 and 16 is in error and should be reversed.

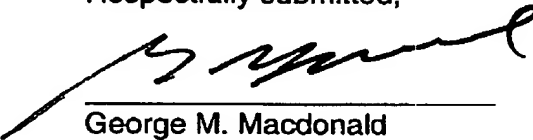
Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

IX. Conclusion

In Conclusion, Appellant respectfully submits that the final rejection of claims 1-18 is in error for at least the reasons given above and should, therefore, be reversed.

Respectfully submitted,



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Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

### **APPENDIX A**

1. An information delivery system, comprising:

a web server in operative communication with a plurality of recipients and a plurality of senders, the plurality of senders desirous of generating messages intended for the plurality of recipients, respectively;

and wherein:

the web server includes a plurality of recipient preference profiles corresponding to the plurality of recipients, respectively, and a plurality of sender profiles corresponding to the plurality of senders, respectively;

each of the recipient preference profiles includes respective information directed to the recipient's preferences for receiving messages;

the web server provides the plurality of senders with access to the plurality of recipient preference profiles;

the web server maintains a relationship between a log of recipient preference profiles out of the plurality of recipient preference profiles that have been accessed by a particular sender; and

for each of the recipient preference profiles in the log of recipient preference profiles, the web server provides a change notification to the particular sender of a change in the recipient preference profile.

2. The information delivery system of claim 1, wherein:

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

the web server notifies the particular sender in a format specified in the particular sender's sender profile.

3. The information delivery system of claim 2, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data; and  
when a new recipient establishes a new recipient preference profile, the web server provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data.

4. The information delivery system of claim 3, wherein:  
the new recipient notification of industry description data and interest data match is in accordance with instructions provided in the plurality of sender profiles, respectively.

5. The information delivery system of claim 4, wherein:  
each of the recipient preference profiles includes respective no interest data; and  
if a given sender accesses one of the plurality of recipient preference profiles and the given sender's industry description data matches the one of the plurality of recipient preference profiles no interest data, then the web server provides a listing of other senders whose industry description data matches the one of the plurality of recipient preference profiles interest data.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

6. The information delivery system of claim 5, wherein:

for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and the web server utilizes this listing in generating the change notifications.

7. The information delivery system of claim 1, wherein:

for each of the recipient preference profiles the web server associates a listing of those of the plurality of senders that have accessed the recipient preference profile; and the web server utilizes this listing in generating the change notifications.

8. The information delivery system of claim 1, wherein:

each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data; and  
when a new recipient establishes a new recipient preference profile, the web server provides a new recipient notification to those senders whose industry description data matches the new recipient's interest data.

9. The information delivery system of claim 8, wherein:

the new recipient notification of industry description data and interest data match is in accordance with instructions provided in the plurality of sender profiles, respectively.

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

10. A method of operating web server for exchanging information between a plurality of recipients and a plurality of senders desirous of generating messages intended for the plurality of recipients, respectively; the method comprising the step(s) of:

storing a plurality of recipient preference profiles corresponding to the plurality of recipients, respectively, and a plurality of sender profiles corresponding to the plurality of senders, respectively, each of the recipient preference profiles includes respective information directed to the recipient's preferences for receiving messages;

providing the plurality of senders with access to the plurality of recipient preference profiles;

maintaining a relationship between a log of recipient preference profiles out of the plurality of recipient preference profiles that have been accessed by a particular sender; and

for each of the recipient preference profiles in the log of recipient preference profiles, providing a change notification to the particular sender of a change in the recipient preference profile.

11. The method of claim 10, further comprising the step(s) of:  
notifying the particular sender in a format specified in the particular sender's sender profile.

12. The method of claim 11, wherein:  
each of the recipient preference profiles includes respective interest data;

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

each of the sender profiles includes respective industry description data; and  
further comprising the step(s) of:

when a new recipient establishes a new recipient preference profile, providing a  
new recipient notification to those senders whose industry description data matches the  
new recipient's interest data.

13. The method of claim 12, further comprising the step(s) of:

providing the new recipient notification of industry description data and interest  
data match in accordance with instructions provided in the plurality of sender profiles,  
respectively.

14. The method of claim 13, wherein:

each of the recipient preference profiles includes respective no interest data; and  
further comprising the step(s) of:

if a given sender accesses one of the plurality of recipient preference profiles and  
the given sender's industry description data matches the one of the plurality of recipient  
preference profiles no interest data, then providing a listing of other senders whose  
industry description data matches the one of the plurality of recipient preference profiles  
interest data.

15. The method of claim 14, further comprising the step(s) of:

for each of the recipient preference profiles, associating a listing of those of the  
plurality of senders that have accessed the recipient preference profile; and

Serial No.: 09/588,763  
Attorney Docket No.: F-160

Patent

utilizing this listing in generating the change notifications.

16. The method of claim 10, further comprising the step(s) of:  
for each of the recipient preference profiles, associating a listing of those of the plurality of senders that have accessed the recipient preference profile; and  
utilizing this listing in generating the change notifications.

17. The method of claim 10, wherein:  
each of the recipient preference profiles includes respective interest data;  
each of the sender profiles includes respective industry description data; and  
further comprising the step(s) of:  
when a new recipient establishes a new recipient preference profile, providing a new recipient notification to those senders whose industry description data matches the new recipient's interest data.

18. The method of claim 17, further comprising the step(s) of:  
providing the new recipient notification of industry description data and interest data match in accordance with instructions provided in the plurality of sender profiles, respectively.